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Governor Sununu Picks the First NH Apple to Kick-off Fall

NH Division of Travel and Tourism Development projecting 3 million visitors to spend \$1.5 billion in NH this fall

Chester, NH – Governor Chris Sununu kicked off what is expected to be a busy fall tourism season in New Hampshire today by picking the ceremonial first apple of the season at Hazelton Orchards in Chester as part of an event with the New Hampshire Department of Business and Economic Affairs (BEA) and the New Hampshire Department of Agriculture, Markets and Food. During the event, the New Hampshire Division of Travel and Tourism Development (DTTD) released its fall travel forecast, projecting that more than three million out-of-state, overnight visitors will spend more than \$1.5 billion in New Hampshire this fall. Governor Sununu proclaimed the day, “New Hampshire Apple Day,” to celebrate the annual apple harvest.

“From the Granite State’s unrivaled beauty to our treasured history and tax-free shopping, New Hampshire has limitless ways to enjoy our unparalleled fall foliage,” said Governor Chris Sununu. “The fall is the perfect time to immerse yourself in our incredible variety of options for picking-your-own fruits and vegetables – especially apples and pumpkins. New Hampshire is proud to welcome visitors from around the globe, and we work hard to ensure that every visit is better than the last.”

Governor Sununu toured Hazelton Orchards with BEA and DTTD officials, staff and leadership from Hazelton Orchards and representatives from the New England Apple Association and the New Hampshire Fruit Growers Association.

“New Hampshire Apple Day reminds people harvest season has begun at their local apple orchards across New Hampshire and we are anticipating a terrific apple season,” said Shawn Jasper, commissioner, New Hampshire Department of Agriculture, Markets and Food. “Early apples are available now and popular varieties, such as McIntosh, will soon be ready. The pick-your-own options in New Hampshire are incredible—this is your opportunity to taste the freshest fruit and vegetables, while supporting local farms. We invite you to pick-your-own this fall.”

Representing about 25-percent total annual visitation, fall is New Hampshire’s second-largest travel season—second only to summer.

“New Hampshire is the premier travel destination in the Northeast all year round, but the vibrant colors of our tremendous foliage truly sets us apart during the fall travel season, drawing millions of people to all corners of the Granite State,” said Taylor Caswell, commissioner, New Hampshire Department of Business and Economic Affairs. “The fall travel season is an incredible economic driver for our state and we are constantly working to maximize and expand visitation for the benefit of our partners and the people of New Hampshire.”

During the event, DTTD unveiled its fall marketing campaign, which highlights activities such as hiking, leaf peeping, agritourism, dining and shopping.

Foliage, scenic drives and pick-your-own options dominate the fall season but historically fall is also popular for visiting attractions, college homecomings, fairs and festivals, shopping, and visiting friends and relatives. In addition, fall tends to draw the largest percentage of visitors from outside New England.

Hazelton Orchards is a family farm that has been operating since 1895. The farm produces 20 different varieties of apples and peaches and several varieties of pears. Visitors can pick their own or visit the farm stand, which offers its own fruits, seasonal vegetables and cider, and a selection of other local products, including maple, jams and jellies, frozen pies and more.

Visitors to New Hampshire this fall can experience an array of fall activities and events, including:

- [Fun Fall Fairs](#)
- [Get Lost in a Corn Maze](#)
- [Take A Scenic Train Ride](#)
- [Pick Your Own Apples and Pumpkins](#)
- [Take in the New Hampshire Film Festival](#)
- [Explore New Hampshire's Wine and Cheese Trail](#)

For information on where to find NH apples, visit www.agriculture.nh.gov or www.nhfruitgrowers.org.

Stay connected with New Hampshire tourism on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#), and be sure to follow the #livefreeNH tag to see what other people are saying about fall in New Hampshire.



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in Chester as part of an event with the New Hampshire Department of Business and Economic Affairs (BEA) and the New Hampshire Department of Agriculture, Markets and Food. During the event, the New Hampshire Division of Travel and Tourism Development (DTTD) released its fall travel forecast, projecting that more than three million out-of-state, overnight visitors will spend more than \$1.5 billion in New Hampshire this fall. Pictured here, Governor Sununu picks the ceremonial first New Hampshire apple of the season.



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ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Business and Economic Affairs, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

ABOUT THE DEPARTMENT OF AGRICULTURE, MARKETS AND FOOD

The New Hampshire Dept. of Agriculture, Markets & Food was established in 1913. Its mission is to support and promote agriculture and serve consumers and business for the benefit of the public health, environment and economy. For more information about the NH Dept. of Agriculture, Markets & Food and its Divisions and programs, visit <http://www.agriculture.nh.gov>, or call 603-271-3551.

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